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INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

FROZEN DESSERT FACTS

FLAVORS

PACKAGES

NOVELTIES

1978 PRODUCTION

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INTERNATIONAL ASSOCIATION OF
ICE CREAM MANUFACTURERS
Washington, D.C.

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Prepared by the
International Association of Ice Cream Manufacturers
910 - 17th Street, N.W., Washington, D.C. 20006

Additional copies to IAICM members, 1 - 100 copies, $1.00 each; more than 100 copies, 75¢ each. Copies to nonmembers, $5.00 each.

December, 1979
Printed in U.S.A.

FOREWORD

Earlier this year, the International's Board of Directors approved an industry-wide survey to gather information on flavors and packages of ice cream, ice milk and sherbet produced in 1978. Information regarding novelties was also collected.

The responses represented a large percentage of total United States production for 1978 and provided a solid statistical basis for projecting industry averages and total production by flavors and packages.

The International Association of Ice Cream Manufacturers is comprised of more than 300 frozen dessert manufacturers in the United States, Canada and seventeen other nations. The United States members of the International represent an estimated 85% of the total production of the nation's annual frozen dessert production.

This is the first such survey conducted by IAICM in more than fifteen years. The data presented can be used as an effective tool in the marketing of ice cream and other frozen desserts, and additionally serve a useful purpose to those companies supplying flavoring ingredients and packages to the industry.

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TOP 10 ICE CREAM FLAVOR CATEGORIES
(Hard Frozen)

CATEGORY	%	ESTIMATED 1,000 GALLONS
Vanilla*	36.5	289,026
Chocolate	12.4	98,190
Fruit	9.1	72,058
Neapolitan	7.4	58,597
Candy/Confection	6.9	54,638
Variegated	6.3	49,887
Nut	6.0	47,511
Chocolate & Nuts	1.3	10,294
Chocolate/Vanilla	1.0	7,918
Coffee	1.0	7,918
Other	12.1	95,814
	100.0	791,851

**Includes French Vanilla*

TOP 15 ICE CREAM FLAVORS
(Hard Frozen)

FLAVOR	%	ESTIMATED 1,000 GALLONS
Vanilla*	35.1	277,940
Chocolate	12.4	98,190
Neapolitan	7.4	58,597
Chocolate Chip	5.9	46,719
Srawberry	5.6	44,344
Vanilla Fudge	4.2	33,258
Butter Pecan	2.7	21,380
Cherry	2.5	19,796
Butter Almond	1.6	12,670
French Vanilla	1.4	11,086
Chocolate Marshmallow	1.3	10,294
Maple Nut	1.2	9,502
Rocky Road	1.1	8,710
Chocolate/Vanilla	1.0	7,918
Coffee	1.0	7,918
Other	15.6	123,529
	100.0	791,851

**French Vanilla shown separately*

TOP 4 FRUIT ICE CREAM FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Strawberry	61.5	44,344
Cherry	27.5	19,796
Peach	8.5	6,125
Orange/Pineapple	2.0	1,441
Other	0.5	352
	100.0	72,058

TOP 4 CANDY/CONFECTION ICE CREAM FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Chocolate Chip	85.5	46,719
Butter Brickle	5.3	2,896
Mint	4.1	2,240
English Toffee	3.9	2,131
Other	1.2	652
	100.0	54,638

TOP 5 VARIEGATED ICE CREAM FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Vanilla Fudge	66.7	33,258
Chocolate Marshmallow	20.6	10,294
Strawberry Ripple	5.9	2,943
Butterscotch Marble	5.6	2,794
Swirled Raspberry	0.6	299
Other	0.6	299
	100.0	49,887

TOP 5 NUT ICE CREAM FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Butter Pecan	45.0	21,380
Butter Almond	26.7	12,670
Maple Nut	20.0	9,502
Black Walnut	5.7	2,708
Pistachio	2.3	1,092
Other	0.3	159
	100.0	47,511

CATEGORIES I, II & III VANILLA ICE CREAM
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Category I	32.2	93,066
Category II	39.9	115,322
Category III	27.9	80,638
	100.0	289,026

TOP 9 ICE MILK FLAVOR CATEGORIES
(Hard Frozen)

CATEGORY	%	*ESTIMATED 1,000 GALLONS*
Vanilla	49.2	47,285
Chocolate	11.0	10,572
Variegated	9.1	8,746
Fruit	7.4	7,112
Neapolitan	6.1	5,863
Candy/Confection	3.4	3,268
Nut	1.8	1,730
Chocolate & Nuts	1.1	1,057
Coffee	0.7	673
Other	10.2	9,802
	100.0	96,108

TOP 10 ICE MILK FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Vanilla	49.2	47,285
Chocolate	11.0	10,572
Vanilla Fudge	7.2	6,920
Neapolitan	6.1	5,863
Strawberry	4.0	3,844
Chocolate Chip	2.1	2,018
Butter Almond	1.3	1,249
Lemon	1.1	1,057
Chocolate Marshmallow	1.0	961
English Toffee	1.0	961
Other	16.0	15,378
	100.0	96,108

TOP 5 VARIEGATED ICE MILK FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Vanilla Fudge	79.1	6,920
Chocolate Marshmallow	11.0	961
Strawberry Ripple	6.0	525
Raspberry Marble	1.3	114
Butter Caramel Ripple	1.2	105
Other	1.4	121
	100.0	8,746

TOP 11 FRUIT ICE MILK FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Strawberry	54.0	3,844
Lemon	14.9	1,057
Banana/Strawberry	11.3	804
Cherry	8.4	597
Peach	4.7	334
Banana Split	2.5	178
Raspberry	2.0	142
Blackberry	0.7	50
Orange	0.7	50
Orange/Pineapple	0.6	43
Orange/Cherry	0.2	13
	100.0	7,112

TOP 6 CANDY/CONFECTION ICE MILK FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Chocolate Chip	61.8	2,018
English Toffee	29.4	961
Butterscotch	2.6	85
Caramel Nut Crunch	2.4	78
Mint	2.3	75
Butter Brickle	0.9	29
Other	0.6	22
	100.0	3,268

TOP 5 NUT ICE MILK FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Butter Almond	72.2	1,249
Maple Nut	13.6	235
Butter Pecan	7.4	128
Black Walnut	5.9	102
Peanut Butter	0.6	10
Other	0.3	6
	100.0	1,730

CATEGORIES I, II & III VANILLA ICE MILK
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Category I	16.3	7,707
Category II	62.8	29,695
Category III	20.9	9,883
	100.0	47,285

TOP 6 SHERBET FLAVORS
(Hard Frozen)

FLAVOR	%	*ESTIMATED 1,000 GALLONS*
Orange	32.6	15,029
Rainbow	22.0	10,142
Lime	13.4	6,178
Raspberry	11.5	5,302
Pineapple	10.7	4,933
Lemon	2.8	1,291
Other	7.0	3,227
	100.0	46,102

ICE CREAM CONTAINERS BY SIZE
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Pints	3.3	26,131
Quarts	3.0	23,756
1/2 Gallons	66.4	525,789
Bulk	16.1	127,488
Other	11.2	88,687
	100.0	791,851

PLASTIC AND PAPER ICE CREAM CONTAINERS
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Plastic	5.9	46,518
Paper	94.1	745,333
	100.0	791,851

PLASTIC AND PAPER ICE CREAM CONTAINERS BY SIZE
(Hard Frozen)

	PLASTIC		*PAPER*	
	%	*ESTIMATED 1,000 GALLONS*	%	*ESTIMATED 1,000 GALLONS*
Pints	4.9	2,300	3.2	23,831
Quarts	16.0	7,436	2.5	16,320
1/2 Gallons	18.1	8,413	69.3	517,376
Bulk	18.1	8,414	16.1	119,074
Other	42.9	19,955	8.9	68,732
	100.0	46,518	100.0	745,333

ROUND AND RECTANGULAR ICE CREAM CONTAINERS (Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Round	39.2	310,585
Rectangular	60.8	481,266
	100.0	791,851

ROUND AND RECTANGULAR ICE CREAM CONTAINERS BY SIZE (Hard Frozen)

	ROUND		*RECTANGULAR*	
	%	*ESTIMATED 1,000 GALLONS*	%	*ESTIMATED 1,000 GALLONS*
Pints	7.9	24,432	0.4	1,699
Quarts	7.4	22,925	0.2	831
1/2 Gallons	33.3	103,580	87.7	422,209
Bulk	38.0	118,054	2.0	9,434
Other	13.4	41,594	9.7	47,093
	100.0	310,585	100.0	481,266

ICE MILK CONTAINERS BY SIZE
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Pints	1.9	1,826
Quarts	0.8	769
1/2 Gallons	81.3	78,136
Bulk	5.6	5,382
Other	10.4	9,995
	100.0	96,108

PLASTIC AND PAPER ICE MILK CONTAINERS
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Plastic	1.8	1,696
Paper	98.2	94,412
	100.0	96,108

PLASTIC AND PAPER ICE MILK CONTAINERS BY SIZE
(Hard Frozen)

	PLASTIC		*PAPER*	
	%	*ESTIMATED 1,000 GALLONS*	%	*ESTIMATED 1,000 GALLONS*
Pints	8.5	144	1.8	1,682
Quarts	2.8	48	0.7	721
1/2 Gallons	9.2	156	82.6	77,980
Bulk	40.0	678	5.0	4,704
Other	39.5	670	9.9	9,325
	100.0	1,696	100.0	94,412

ROUND AND RECTANGULAR ICE MILK CONTAINERS (Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Round	15.6	14,946
Rectangular	84.4	81,162
	100.00	96,108

ROUND AND RECTANGULAR ICE MILK CONTAINERS BY SIZE (Hard Frozen)

	ROUND		*RECTANGULAR*	
	%	*ESTIMATED 1,000 GALLONS*	%	*ESTIMATED 1,000 GALLONS*
Pints	12.2	1,826	—	—
Quarts	5.1	769	—	—
1/2 Gallons	42.4	6,329	88.5	71,807
Bulk	33.3	4,973	0.5	409
Other	7.0	1,049	11.0	8,946
	100.0	14,946	100.0	81,162

SHERBET CONTAINERS BY SIZE
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Pints	7.0	3,227
Quarts	31.9	14,706
1/2 Gallons	39.9	18,395
Bulk	20.4	9,405
Other	0.8	369
	100.0	46,102

PLASTIC AND PAPER SHERBET CONTAINERS
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Plastic	41.1	18,955
Paper	58.9	27,147
	100.0	46,102

PLASTIC AND PAPER SHERBET CONTAINERS BY SIZE
(Hard Frozen)

	PLASTIC		*PAPER*	
	%	*ESTIMATED 1,000 GALLONS*	%	*ESTIMATED 1,000 GALLONS*
Pints	10.9	2,069	4.3	1,158
Quarts	72.8	13,794	3.3	912
1/2 Gallons	15.7	2,980	56.8	15,415
Bulk	0.2	38	34.5	9,367
Other	0.4	74	1.1	295
	100.0	18,955	100.0	27,147

ROUND AND RECTANGULAR SHERBET CONTAINERS
(Hard Frozen)

	%	*ESTIMATED 1,000 GALLONS*
Round	73.8	34,035
Rectangular	26.2	12,067
	100.0	46,102

ROUND AND RECTANGULAR SHERBET CONTAINERS BY SIZE
(Hard Frozen)

	ROUND		*RECTANGULAR*	
	%	*ESTIMATED 1,000 GALLONS*	%	*ESTIMATED 1,000 GALLONS*
Pints	9.4	3,192	0.4	35
Quarts	43.2	14,691	0.1	15
1/2 Gallons	21.5	7,303	91.9	11,092
Bulk	24.9	8,494	7.5	911
Other	1.0	355	0.1	14
	100.0	34,035	100.0	12,067

NOVELTIES — TYPES

	%
Stick & Bar	54.8
Sandwich	19.2
Cups	13.6
Cone	7.6
Other	4.8
	100.0

NOVELTIES — PACKAGES

	%
Six pack	17.2
Twelve pack	35.4
Twenty-four pack	23.5
Other	23.9
	100.0